

Laura Macchini - Networked Media HOW and WHY assignments

TUMBLRSAURUS HOW

when a keyword is given to the Tumblrsaurus engine, the script is downloading the first text on gutenber.org that corresponds to that keyword (if it exists). The text is analyzed and the script gives back a list of the 4 words that are most used in the same context as the keyword.

Those 4 words, along with the keyword are used to look for images on tumblr that coorespond to that topic; the script creates a webpage displaying the images found that correspond to the keyword and the 'related words'.

TUMBLRSAURUS WHY

I have always been very much fascinated with the 'free association' nature of the images posted online, especially on communities liek tumblr. I like the fact that very often descriptions do not match the object(or person) portrayed. that generates a clash, and putting together images that refer to the same subject, makes that clash visible: that's what I go for.

TUMBLRSAURUS2.0 HOW

In stead of a keyword (as TUMBLRSAURUS1.0 required) a username is given to the engine; all the posts of the given user are scraped, and all the relationships to that post analyzed: who liked it and who re-shared it.

A table of relationship is then built and the 4 closest users are chosen. The script creates then a webpage that displays a slideshow of the images the given user and the 4 closest users.

TUMBLRSAURUS2.0 WHY

Before starting the project I argued that similar users would probably have similar collections, that there would be a similar underlying 'feeling' to the elements they share, which might not necessarily be the topic or the object portrayed, but more something that has to do with the colours and the 'style' of the image. The project was constructed in a way that could visually show that similarity at a glance.

REPETITA IUVANT HOW

A telephone call, of which i had obtained a transcription is acted out by an actress, the voice is recorded and split into single sentences. One computer is dedicated to the playback of this conversation. The conversation is stored online, so that it is accessible also outside of the exhibition space.

The other computer has a program running that allows the user to select a passage of that conversation and then prompts the user to try to reenact it- the user can hear the voice of the actress in Italian and then try to act it himself, speaking into a microphone.

The voice of the user is then mixed on top of the actress' and then uploaded to the server. The next time the conversation will be played on the first computer that piece of the conversation will feature also the user's voice.

REPETITA IUVAUNT WHY1

Several months before starting the project I found online 400 pages of telephone taps transcriptions, linked to Berlusconi's 'Ruby Gate' Case. I wanted to make use of this material for a project.

What I found most interesting was a conversation between a girl (around my age) and her best friend, the night after one of these parties that Berlusconi hosts at his private villa in Milan.

She is not the typical guest, as she was convinced that it would have been a 'fancy dinner with the prime minister', and she is so shocked by what she sees happening around her that, once back home, she calls her best friend and tells her all about it.

The strong moral judgement she has on the matter, and the disgust she expresses telling the story appeared to me like a more universal experience: I decided to give the opportunity to re-speak her voice and her words in order for it to be heard, for it to matter.